

# Good Things Come To Cohen's In Great Quantities

## The Greatest January Merchandise Sale Ever Created By Us

Factories are short of taking orders for the coming seasons. The time has not been booming for them for the near future, so it is booming for you. Prices for the new coming season's fabrics that it seems impossible to duplicate, for things are not going to stay where they are---this slight business indigestion will pass over. Counters and shelves full will be ready for you Monday with all of the newest merchandise helps as they have not been sold in years. Be sure and come to Cohen's Monday morning for some of these rare bargains.

## Out Go the Coats, Suits & Dresses

Take them at some price—we have marked them so. Not a woman will regret coming to Cohen's Monday, even though she has only a half way idea of wanting a garment. Read this comparative statement taken from prices that were the lowest ever known all this season.

ANY COAT that was priced to \$18.00 for <b>\$7.50</b>	ANY COAT that was priced to \$27.50 for <b>\$12.00</b>
The choice is quite large to start with.	
ANY SUIT that was priced to \$17.50 for <b>\$7.50</b>	ANY SUIT that was priced to \$40.00 for <b>\$18.00</b>
ANY SUIT that was priced to \$27.50 for <b>\$12.00</b>	ANY SUIT that was priced to \$85.00, choice <b>\$37.50</b>
Dresses of Chiffon, Silk Charmeuse, Crepe Meteor, Worsted, etc.	
DRESSES that were priced to \$10.00 for <b>\$5.00</b>	DRESSES that were priced to \$30.00 for <b>\$15.00</b>
DRESSES that were priced to \$20.00 for <b>\$10.00</b>	DRESSES that were priced to \$45.00 for <b>\$25.00</b>

All and each garment above are the latest production of this season; also special prices in Women's House Dresses, Petticoats and Children's Wear. Goods purchased at this sale can be exchanged or taken back only on the day purchased.

## The Cohen Embroidery Store Always in the Lead

Because our European buyer knows all parts of the business, including their cost to produce, the greatest assortment, with the lowest prices we have ever known, are on sale now.

50c and 55c Flouncings, 27 inches wide, in small designs for baby wear, Monday, yard.....	39c
25c Flouncings and corset cover embroideries, full widths, yard only.....	14c
Corset Cover Embroideries, 18 inches wide, a remarkable value for Monday, yard.....	9c
Embroidery Flouncings, 27 inches wide, in small patterns, suitable for children's wear, yard.....	17c
25c Swiss Embroideries, also finest Nainsook, sample yard only.....	12 1-2c
All-over Embroideries, in small patterns for baby yokings, special, yard.....	29c
Voile Flouncings, 45 inches wide, in handsome, showy patterns, yard only.....	\$1.50
10c and 12 1-2c Embroideries, in widths to 8 inches wide. Thousands of yards on special sale Monday, yard only.....	5c

## This Is Lace Buying Time

Wash Laces that wash and wear. Fancy Laces, every new, as also the standard, always good. There are wonder prices in every direction of the Lace Store.

12 1-2c Cotton Cluny laces, good width, yard.....	5c
Shadow Lace Flouncings, white and cream; also cambric laces, yard only.....	25c
Allover Laces, white and cream, in small yokings patterns, were \$1.35 to \$1.75 a yard Monday, yard.....	98c
5c German Val Lace, also Edges and Insertions in wide and narrow widths, yard.....	3c

## Women's Waists

Waists, crepe, voile and lingerie ruffled front and collar, some net blouse effects among them. Special value.....	\$1.00
55c Lace Waists, accordion shadow lace and net made over, flesh-color silk, a choice dainty waist, especially priced.....	\$3.75
Black and White China silk waists, full ruffles down front, and color, also, evangalin styles, pearl buttons.....	\$2.25

Second Floor

## Children's Sample Dresses Monday at Half Price

Children's Dresses including infants' long and short, also some three to five-year sizes, no two alike; special offer, priced \$1.00 to \$3.95 regularly.

Monday, 50c to \$2.00

Second Floor

## Sale of Boys' Dresses

Boys' Dresses, linen hand-embroidered, also of pique with belt and tie. Very clever little styles. Special..... \$1.25 || Boys' Dresses, pique with pink and blue collar and cuffs guaranteed fast color \$1.25 value for..... | 97c |

Second Floor

## Floor Coverings

Seamless Axminster Rugs, 9x12; were \$27.50; four patterns..... \$20.00 || Axminster druggets, 9x12, complete line of Oriental and floral designs; were \$22.50; for..... | \$15.00 |
Seamless Brussels druggets, 9x12; were \$15.00; in this sale for.....	\$10.00
Seamless Wilton Druggets, heaviest rug made, 9x12 size; were \$50.00; for.....	\$35.00
New matting druggets, 9x12, for.....	\$2.50
9x12 yard matting rugs for.....	25c
Inlaid Linoleums—four patterns that were \$1.00 yard, laid for.....	60c
Heavy print linoleums, the 50c grade for, yard.....	34c

Fourth Floor—Three Elevators.



## ..Notions..

### By Outright Purchase of an Importer

Dressmakers and all the city housewives are invited to the sale of small ware that embraces thousands of little all-the-year-round wants.

Prices are all out of shape, as will be seen.

The goods are all perfect and sold with our usual guarantee.

Genuine Gilt Edge Lyle Loom Web, black and white, widths 1-4 to 1-4 inches; sells everywhere for 8c, 10c, 12 1-2c, 15c and 17c a yard.....	5c
Cambric Covered Dress Shields, Nos. 3, 4 and 5, regular 17c, 19c, and 23c a pair, the makers' name omitted; our special price, pair.....	7c
Three-yard Washable Trimming Braids, in all colors, a good quality braid, sold for, piece.....	5c
Washable Trimming Bandings, plain white or white with pink, red, lilac or blue designs; sell everywhere at 25c; our special price six yards to a piece.....	10c
Washable Trimming Braids, white and colored, small and large patterns, with and without embroidered dots, in three, four and six yards pieces.....	10c
Double Covered Dress Shields, sold for 25c and 28c a pair all guaranteed, pair.....	15c
Genuine Human Hair Nets, size 38x40; a net that you never bought less than 15c; 50c dozen each.....	6c
Shoe Laces, 4-4, 5-4, 6-4 sizes, each to sold four pair for.....	5c
Washable Trimming Braids, all new bright spring styles, the regular 10c a dozen kind, box 25c dozen, piece of six yards.....	15c
Spool silk, black and colored, 5c all shades, three spools.....	5c
Human Hair Nets, extra large size, 40x44, 25c kind for.....	10c
White Featherstitched Braid, 5c 10 yards to a piece, sold for 10c.....	5c
White Featherstitched Braid, 6 yards to a piece; 15c patterns for.....	10c
5 Sun Pin Sheets, an English pin, extra large sizes, 2 papers for.....	5c
John J. Clark's Spool Cotton, all numbers, black and white, dozen 2c.....	2c
Superfine Twill Tape, blue label, all widths, 10 yards to a piece, for.....	7c
O. N. T. Darning Cotton, black, white, all colors, three spools for.....	5c
Shirt Waist Belts, kind you usually pay 10c, for.....	5c
O. N. T. Lustre Cotton, white, black, all colors, dozen 40c, 3 1-2c spool.....	3 1-2c
Dusting Caps, nicely made, for each.....	7c
Kitchen Dress Fasteners, the regular 10c a dozen kind, box 25c dozen 55c dozen.....	5c
Bedina Hair Nets, five to a package, this is the best hair net you have even seen at 5c each, 10c package.....	10c
Red Woven Initials for marking underwear, 40 initials to a package, the regular 10c ones for.....	5c
White Head Pins, the kind you usually pay 5c, package.....	1c
10c Large Pin Sheets, in jet or mourning heads, for.....	5c
Eight-yard Linen Corset Laces, 10c ones for.....	5c
Hair Nets, rubber bound, in all colors, regular 5c net, for.....	2c
Snap Fasteners, rust proof, every size, box of 12 dozens 18c, dozen.....	2c
And Front Hose Supporters, all four straps, the best 25c and some 50c ones, supporters made, 18c pair.....	18c
Continental Loom Web, one yard in a package, black and white, made to sell for 5c.....	2c
Ribbon Garter Web, kind you would jump at for 25c, some 50c ones, yard.....	20c
Nickel Safety Pins, all sizes 5c three dozen.....	5c
Black Hair Nets, with rubber, four nets for.....	5c

## Now For Buttons

5c and 10c Buttons, fine quality fresh water pearl buttons, all perfectly good, dozen.....	3c
Fine Quality Pearl Buttons, in assorted sizes to a card.....	10c
10c and 12 1-2c Ocean Pearl Buttons, dozen.....	5c
15c Ocean Pearl Buttons, fine quality, dozen.....	10c
Ocean Pearl Buttons, fine quality, to be sold special Monday.....	5c
Ocean Pearl Buttons, a bargain at 5c a dozen, to be sold 2 1-2c for.....	2 1-2c
Fancy Trimming Buttons, 20 5c styles to select from, dozen.....	5c
Fancy Trimming Buttons, fifteen different styles, that sell 15c and 2c a dozen, to be sold, special, dozen.....	10c

Main Floor

## Veilings For Monday

Net Vanity Veils, and silk ready-made veils, cost \$1 to \$2.98 each, white, black, brown, navy, emerald, cerise, Copenhagen, 1 1-2 yards to a veil, to be sold special on Monday for, each..... 50c |

## Women's Muslin Underwear MEANS MUCH TO WOMEN

It means much to a store because it means much to women that wear it. Our buyer has learned that lesson, and every garment proves the assertion.

## The New Spring Undermuslins

is a surprise not only in its newness of styles, but the low prices as well.

Drawers of Nainsook, with embroidery edges ruffles, pair only.....	15c
Drawers of crepe, circular cut lace edges, pair.....	39c
Corset Cover, Nainsook trimmings of embroidery, tuckered, pair.....	12 1-2c
Petticoats, knee length, ruffle tucked, or edged with embroidery, pair.....	25c
Petticoats, cambric, full lengths, with embroidery ruffles.....	39c
Gowns, allpover styles, val and tuckered edged necks, generous sizes.....	39c
Gowns of Nainsook, kimono cut necks and sleeves, scalloped embroidered edge.....	59c
Gowns of sheer Nainsook, beautifully trimmed, wonderful value, only.....	98c

Full and complete assortments of all kinds of undermuslin garments at lowest prices for like qualities.

Second Floor

## SILKS Are Selling Here Now For Less Than Manufacturer's Cost

\$2.25 Brocade Charmeuse forty inches wide, yard.....	\$1.50
\$2.25 Brocade Crepe de Chine, 40 inches wide, yard.....	\$1.50
\$2.19 Black Faille Franciscane, thirty-six inches wide, yard.....	\$1.00
\$1.69 Printed Silk Voiles forty inches wide, yard.....	\$1.00
\$2.00 Persian Chiffons, forty inches wide, yard.....	\$1.00
\$2.00 Black Grenadine, 44 inches wide, yard.....	75c
\$1.50 Stripe Messaline, 36 inches wide, yard.....	75c
\$1.25 Black Beau de Soie 36 inches wide, yard.....	75c
55c Cheney Bros' Show-erproof Foulards, yard.....	50c
55c Cheney Bros' Black Taffeta, 36 inches wide, at only, yard.....	69c
55c Black Messaline, 36 inches wide.....	69c
55c Black Waterproof Tulle Silk, yard.....	69c
55c Tulle Silks, 36 inches wide, yard only.....	39c
40c Yard Wide Colored China Silk.....	25c
1 Lot of 40c to 50c Silks for, yard.....	25c

Main Floor

## 4 Big Items Picked From Dress Goods Stock

### FOR MONDAY SPECIAL

50c Storm Serge, 38c	50c Waffle Checks, 35c
Thirty-six inches, hard twisted wool serge, navy or black.	Only two pieces, black and white, navy and black.
\$1.25 English Coating Serge, 85c	Honey Comb Checks and Plaids
Extra heavy, pure wool, double hard twisted thread, 50 inches wide, black, navy and midnight blue.	In wide range of black and white patterns; entirely new; special for Monday.....

Main Floor

## White and Wash Goods

\$1.25 Regal Long Cloth, 89c	\$1.59 Baby Nainsook, \$1.39
Twelve-yard bolt, 36 inches wide.	Twelve yards put up in sealed paper.
\$1.39 Regal Long Cloth, \$1.19	15c Check Dimity, yard, 10c
Twelve-yard bolt, 36 inches wide.	Ten patterns—28 inches wide.
\$1.75 "King Phillips" Long Cloth, \$1.50	12c 1/2 Pajama Checks, yd., 9 3/4c
Twelve-yard bolt, 36 inches wide.	Thirty-six inches wide, neat check.
\$1.75 "King Phillips" Nainsook, \$1.50	17c Woven Madras, yd., 11 3/4c
Twelve yards put up in box.	Thirty-six inches wide white ground with color stripe.

Main Floor—Rear

## Housefurnishings

50c Bread Boxes, white enameled on heavy tin roll top	39c
Bird Cages, enameled in white, green and red, complete with seed cups and perches.....	75c
Infants' Baskets, fancy willow-made, extra strong.....	98c
Clothes Hampers, imported willow, with strong wood bottom; \$1.25 value.....	75c
Gas and Oil Heaters, good heaters, best maker, no smell, no dust in prices ranging upward.....	98c
45c Mail Boxes, heavy metal boxes, black Japanese.....	29c
\$1.50 Fern Dishes, eight-inch, solid brass dish, complete with beautiful decorative fern.....	98c
\$1.75 Ash Can, heavy galvanized iron, with steel rim top and bottom.....	\$1.25
Garbage Cans, with tight-fitting cover; ball handle; at.....	25c
Water Pails, well made; 10 quarts.....	15c
Twelve quarts.....	18c
Fourteen quarts.....	21c
IRON KITCHEN WARE.	
Mrs. Potts' Irons—Consisting of three irons, stand and cold handle; a set.....	65c
Oblong Griddles.....	49c
Dutch Ovens.....	98c
Waffle Iron.....	49c
Polished Spiders, or Frying Pans, No. 7, 38c; No. 8, 45c; No. 9, 49c.	
Fireproof Earthenware—10-piece set, 1 casserole and cover, 1 8-inch mixing bowl, 1 8-inch baking dish, 6 custard cups; \$1.50 value, for.....	89c



## Introductory Sale

Greatest value ever crowded into a \$3.00 corset. Improved Self-Reducing and Supporting Front. New "duplex" reducing bands, at back, of durable semi-elastic. No. 327—Low bust \$3.00 No. 328—Medium \$3.00 Very long skirt. Made of fine white coutil. Sizes 22 to 36. GREATEST NEMO YET

## Mail Orders

Carefully trained shoppers are at your service to fill orders by mail—Prompt deliveries are assured. Address The Cohen Company, Richmond, Va.



## The Bargain Basement

Is packed to overflow. Why? Because we had to accommodate the mills in order to take their accumulations off their hands. The special inducement was the price. See what you can buy on Monday:

WHITE GOODS.	SALE ON TOWELS.
10c English Long Cloth, yard wide, soft chambray finish, yard.....	800 dozen Union Linen Guest and Barber Towels, worth up to 12 1-2c each; some have slight misweaves; on sale Monday at choice, each 3c, 4c and 6c.
\$1.00 English Long Cloth, 10 yards to piece, electric finish, yard wide, piece.....	69c
10c Silk Finish Pongee, with satin stripes, a fine shirting or waisting fabric, yard.....	10 3-4c
25c White Mummy Crepe, 36 inches wide, exceptionally fine grade, yard.....	12 1-2c
25c White Voile, double width, yard.....	15c
25c Blaney Linen, 12 1-2c 40 inches wide, yard.....	
Flaxons, Lingerie, Voiles and Ratine, 50 inches and 40 inches wide; worth up to 25c yard, in mill lengths, to close out, choice.....	8 3-4c
DOMESTICS.	
12 1-2c Dress Gingham, in pretty assortment of styles, yard.....	6 3-4c
12 1-2c Bleached Domestic, yard wide; one of the best grades made, twelve yards for.....	\$1.00
No Phone Orders.	
10c Chambray, in assorted colors, yard.....	6 3-4c
25c Silk Poplin, plain and brocade, beautiful shades, 14c yard.....	
10c Chiffon Crepes, in beautiful styles, 31 inches wide, 12 1-2c yard.....	
10c Outing Flannels, assorted patterns, yard.....	5 3-4c
5c Apron Gingham, choice range of colors, yard.....	5c
Shirting Calico, in neat patterns, yard.....	3 7-8c
12 1-2c Percales, yard wide, in newest patterns, 8 3-4c yard.....	
25c Table Damask, 58 inches wide, full bleached, 18c yard.....	